

LEO BURNETT COMPANY, Inc.

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You get profit from Philip Morris People  
...20% or more! We can prove it.

Who are Philip Morris People?

The Marlboro Man is one -- and so are the millions of smokers who spend millions every month for their favorite Philip Morris brands.

- ☐ Stop by the Philip Morris booth at the SMI Convention. We'll provide you with a copy of "New Dimensions in Store Profits". It's a computerized analysis that tells you, state by state, just how high your gross can go.
- ☐ Depending on where your stores are located, your gross profit on cigarettes can be 20%, or even higher. Think what that could mean, on an item with cigarettes' terrific dollar volume.
- ☐ The low gross on cigarettes is a myth. And we can prove it.



Our people make money for you

**Philip Morris  
USA**

